



DATE: August 3, 2007
TO: Andrew T. Souza
FROM: Rhonda Jorn, Public Affairs Officer
FOR: Mayor and Members of the City Council
SUBJECT: CITYWIDE WEEKLY HIGHLIGHTS REPORT

The *Citywide Weekly Report* highlights various activities throughout the City for the week. Consistent with our mission to ensure equal access to opportunity, education, and quality of life for every man, woman and child regardless of their race, religion, age or socio-economic status, this report will work to organize our weekly achievements so that we can measure and maximize our management and performance toward reaching our goals. It is our intent that this report will help to improve communications about the programs and services provided to both the City Council and the community.

Please feel free to contact the Public Affairs Department with any questions.

WEEKLY NEWS

KEY RESULT AREA: PUBLIC SAFETY

Fire

- From July 20 through July 26 at 0845 hours, fire crews responded to 624 incidents.

KEY RESULT AREA: ECONOMIC DEVELOPMENT

Economic Development

- The Economic Development Department continues to use their web site pages as an information resource for their customers and clients by adding and revising information on an ongoing basis. The most recent addition to the web site included a "Success Stories" page. Video interviews were conducted with representatives from Fashion Fair Mall (Mo Bagunu), P.F. Chang's (Wood Bailey), Sephora (Albeir Elias), and Flemings (Wayne Hanseth).

KEY RESULT AREA: CUSTOMER SERVICE

Recycling

- On Wednesday July 25th Recycling Educators Alicia Real and Corina Garcia visited the La Petite Academy to help the "older children" at the Academy learn about cleaning up the environment.....During the presentation the "tiny tots" in the adjacent room overheard the presentation and begged to get involved....reminding all of us that age makes NO difference~ rethink, reuse, reduce, recycle...!

Public Utilities

- Shortcuts are now available to reach the Department of Public Utilities:
 - www.fresnowastewater.org
 - www.fresnowater.org
 - www.fresnorecycles.org

Parks and Recreation

- On Monday, July 23, the PRCS Fresno Connect opened its 8th homework lab. The Melody Neighborhood Center also received a brand new modular skate park, resurfaced tennis courts and new windows.
- On July 16th, a Forest Service Biologist delivered a "Critters of the Forest" presentation with lots of show and tell to 74 children in the Neighborhood Parks program that were able to touch and feel feathers, skulls and display specimens.
- On Sunday & Monday July 22-23, Seniors attended Roger Rockas for a buffet meal and the production of Fiddler on the Roof. Many seniors were not aware of the dinner theater in Fresno and others hadn't attended for more than 20 years. The seniors were ever so thankful for the opportunity.